



NEWS RELEASE

**STATE BOARD
OF EQUALIZATION**

450 N Street
Sacramento
California 95814

BILL LEONARD
Member, BOE
Second District

RAMON J. HIRSIG
Executive Director

FOR IMMEDIATE RELEASE

NR# 17-L
Date: April 1, 2004
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**APRIL 15 IS RED-LETTER DAY FOR WHOLESALERS, DISTRIBUTORS
AND RETAILERS OF CIGARETTE OR TOBACCO PRODUCTS**

For wholesalers, distributors and retailers of cigarette or tobacco products, April 15 is a red-letter day. Board of Equalization Member Bill Leonard is issuing a reminder to wholesalers, distributors and retailers that the newly enacted California Cigarette and Tobacco Products Licensing Act of 2003 (Act) requires that a cigarette and tobacco products license be obtained from the Board of Equalization (BOE) in order to sell cigarettes or tobacco products in California. The completed application package including applicable fees must be returned to the BOE, postmarked on or before April 15, 2004.

Businesses operating from catering trucks, lunch wagons, or other mobile facilities do not qualify for a license and are prohibited from selling cigarette or tobacco products. However, every wholesaler, distributor and retailer of cigarette or tobacco products operating from a fixed location must obtain and display a license by June 30, 2004. A separate license is required for each location or vending machine from which cigarette or tobacco products are sold. This license is in addition to any license that the city or county may require.

The BOE will begin issuing licenses June 1, 2004. Be aware, failure to comply with the requirements of the Act may result in penalties, restrictions on selling cigarette and tobacco products, and even criminal prosecution.

If you are a wholesaler, distributor or retailer of cigarette or tobacco products that has not received an application for a business location at which cigarettes or tobacco products are to be sold this year, please contact our Information Center at 800-400-7115 and select the "Cigarette and Tobacco Program Option."

If you have received an application, but do not sell cigarette or tobacco products, please indicate that on the application form, sign and date the form and return it to the BOE.

Additional information regarding the Act is available at www.boe.ca.gov. You can also call our Information Center at 800-400-7115 and select the Cigarette and Tobacco Program option, Monday through Friday, 8:00 a.m. to 5:00 p.m. Pacific Standard Time.

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